



**BERKSHIRE  
HATHAWAY**  
HomeServices

# NEWS RELEASE



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**FOR IMMEDIATE RELEASE**

## **Prudential Indiana Realty Group Joins Berkshire Hathaway HomeServices Real Estate Brokerage Network**

*Indiana brokerage leader is now operating as Berkshire Hathaway HomeServices Indiana Realty*

**INDIANAPOLIS, IN (Oct. 8, 2014)** – Berkshire Hathaway HomeServices, part of the HSF Affiliates LLC family of real estate brokerage franchise networks, today announced that Prudential Indiana Realty Group has joined the network operating as Berkshire Hathaway HomeServices Indiana Realty.

The brokerage, perennially among Prudential Real Estate’s Top 50 companies and one of America’s leading brokerages, generated nearly \$850 million in sales volume and 5,117 closed units in 2013. It is the next in a growing roster of affiliates that has joined Berkshire Hathaway HomeServices since September 2013. The network now counts nearly 34,000 agents and 1,034 offices operating in 47 states.

“We step into a bold, new era with Berkshire Hathaway HomeServices,” said Co-founder Kevin Kirkpatrick. “The network, named for Warren Buffett’s Berkshire Hathaway Inc., is one of the most compelling branding opportunities to come along in real estate. We will take Indiana Realty to new heights representing this brand.”

Added John Dick, co-founder: “Our company is built on a legacy of quality service and expertise, and we proudly carry our traditions to Berkshire Hathaway HomeServices. The combination of this brand and Indiana Realty will be a force in the Hoosier State, and a symbol of the very best service and professionalism available.”

Kirkpatrick, Dick, and Indiana Realty’s Marketing Partners – Jerry Alexander, Kathy Hall and Erin Lowder, Dean Hicks, Larry Pickens, Lori Miller, Ted Moss, Cheryl and Lon Stuckwish, Eric Seymour, and Kerry Wiggerly – believe the brand is an ideal match for their company. Berkshire Hathaway HomeServices reflects Berkshire Hathaway’s values of trust, integrity, stability and longevity, the same qualities embraced by the brokerage since its launch in 1980. The brand will help Indiana Realty grow and recruit top agents. “We love the timing of our transition, as real estate and the economy are moving forward,” Kirkpatrick said. “Our plan is to grow the business while always providing the best service for our clients; the brand plays an important part of the strategy.”

With their transition, Indiana Realty agents gain access to Berkshire Hathaway HomeServices’ powerful Global Network Platform – a suite of online tools, applications and services – plus ongoing business

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consultation, professional, education and marketing support. Resources include powerful lead generation, a handy mobile app, and other tools powered by the cleanest, most accurate real estate data available.

Indiana Realty will commemorate its brand transition over the next few days with ribbon-cutting ceremonies and events at each of its 19 offices. The brokerage's new Cabernet and Cream yard signs will begin appearing today throughout Central and Southern Indiana.

Earl Lee, CEO of HSF Affiliates, applauded Indiana Realty's transition. "Kevin, John, the Marketing Partners, and their agents set high standards for Indiana real estate," Lee said. "We're proud to welcome these professionals and their fine company to Berkshire Hathaway HomeServices."

### **About Berkshire Hathaway HomeServices Indiana Realty**

Indiana Realty was founded in 1980 on the principal of bringing together the most professional group of real estate salespeople to provide the highest level of real estate services to their clients and customers. The brokerage, with 19 offices throughout Central and Southern Indiana, is structured for localized management decisions. Visit [www.bhhsINrealty.com](http://www.bhhsINrealty.com).

### **About Berkshire Hathaway HomeServices**

Berkshire Hathaway HomeServices, based in Irvine, CA, is a brand-new real estate brokerage network built for a new era in residential real estate. The network, among the few organizations entrusted to use the world-renowned Berkshire Hathaway name, brings to the real estate market a definitive mark of trust, integrity, stability and longevity. Berkshire Hathaway HomeServices in early 2014 was named "Real Estate Agency Brand of the Year" by consumers in the 26th annual Harris Poll EquiTrend® study of the largest real estate networks. Visit [www.berkshirehathawayhs.com](http://www.berkshirehathawayhs.com).

Irvine, CA-based HSF Affiliates LLC operates Berkshire Hathaway HomeServices, Prudential Real Estate and Real Living Real Estate franchise networks. The company is a joint venture of which HomeServices of America, Inc., the nation's second-largest, full-service residential brokerage firm, is a majority owner. HomeServices of America is an affiliate of world-renowned Berkshire Hathaway Inc.

Berkshire Hathaway HomeServices received the highest numerical Equity Score among real estate brands included in the 2014 Harris Poll EquiTrend® Study. Visit [www.berkshirehathawayhs.com](http://www.berkshirehathawayhs.com) for details.

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